



Members of the Press

2007 Tokyo International Automotive Conference
Monday-Tuesday, October 22-23, 2007

Global automotive summit of top executives from leading auto manufacturers in
Japan, the U.S. and Europe

September
Tokyo International Automotive Conference Secretariat

More than 800 international automotive industry-related business people are expected to attend this year's Tokyo International Automotive Conference which will be held on October 22 & 23. This is the fourth time this conference has been held and the theme this year is 'Innovative Environmental Technologies and the Growing Emerging Markets'. Leading figures in the auto industry will speak about their global strategies and engage in vigorous debate. The conference, which takes place just before the Tokyo Motor Show, is attended by visitors from numerous countries and provides an opportunity to share an awareness of the issues facing the auto industry, both now and in the future, and find ways to contribute to its further development.

This conference provides a unique opportunity to hear presentations from the leaders of global auto and parts manufacturers. From Japan we have the heads of Toyota Motor, Honda, Nissan Motors, Mitsubishi Motors and Isuzu Motors; from Europe there are executives from DaimlerChrysler and Bosch, the world's leading parts manufacturer, and from China there will be the heads of Changan Automobile Group, Brilliance Automotive and Geely Holdings. They will each speak about their company strategy, including their international alliances and the steps they are taking to improve their competitiveness.

There will also be stimulating panel discussions on the topics of 'technology', 'management' and 'the emerging markets (BRICs)' with key players in the auto industry, from Japan and overseas.

The emerging markets, including Brazil, India and Russia, grew rapidly last year and the Chinese market overtook Japan to become the second largest market in the world. Just as the auto industry is seeing new levels of growth, however, it is also facing the problem of worsening global warming and the pressing issue of reducing CO2 emissions from cars. The global auto industry is entering a period of increased competitiveness as it seeks to find ways to achieve improved fuel consumption against a background of sharp rises in the price of oil and materials and tougher emissions regulations in Japan, the U.S. and Europe from 2010.

The theme of this year's Tokyo International Automotive Conference is 'Innovative Environmental Technologies and the Growing Emerging Markets'. As the new markets emerge, how can the auto industry be managed in a way that ensures

sustainable growth and still tackles the environmental issues? In the Focus Sessions on Day 1, eminent speakers from around the world will engage in in-depth discussions on specific topics including the environment, marketing and the emerging markets. In the Keynote Sessions on Day 2, top executives from leading automotive, parts and fuel manufacturers will speak about their company strategies; there will also be panel discussions about the way forward for the industry. It promises to be an interesting and informative two days.

We hope that you can make time in your busy schedule to attend the 2007 Tokyo International Automotive Conference. The following is an outline of the conference; please refer to the website shown for the detailed programme.

Conference Outline

- Event name: 2007 Tokyo International Automotive Conference
- Date: Monday-Tuesday, October 22-23, 2007
- Venue: The Prince Park Tower Tokyo, Convention Hall
Address: 4-8-1 Shiba Koen, Minato Ku, Tokyo; TEL: 03-5400-111
- Program outline:

Oct. 22:	9:30-10:40	Special sessions
	11:00-16:50	Focus sessions (with lunch and break)
Oct. 23:	10:00-19:00	Keynote sessions (with lunch and break)
- Speakers: Leaders of Japanese, American, European, and Chinese automakers and parts makers, as well as specialists in technology, marketing and international business.

*Please see the website for details of the program and speakers.

<http://blog.nikkeibp.co.jp/nb/auto/>.

- Organizer: Nikkei Business (Nikkei Business Publications)
- Supported by: Japan Automobile Manufacturers Association (JAMA)
- Special support: Ministry of Economy, Trade, and Industry of Japan
- Special cooperation (official media partners):
The Wall Street Journal, China Automotive News
- Cooperation: Nihon Keizai Shimbun
- Support: Some 20 automakers from Japan, America, Europe and China

Press registration will take place at the Suisen Room on the Convention Floor

If you wish to attend, please return the registration form by **Friday, October 19**

Please return completed registration forms to:
Tokyo International Automotive Conference Press Secretariat (MIC)
FAX: +81-3-5566-2373 Mail: tiac@mic-pr.co.jp
For enquiries please contact Chikako Ishiguro
Mail : ishiguro@nikkeibp.co.jp TEL : 03-6811-8101

2007 Tokyo International Automotive Conference-Press Registration Form

For press covering this event, please return this form by **Friday, Oct. 19.**

Tokyo International Automotive Conference Press Office

FAX: 03 - 5566 - 2373 Email: tiac@mic-pr.co.jp

1 Name

2 Affiliation (name of newspaper, magazine, program, department, etc.)

3 Company name

4 Contact information

TEL:

FAX:

E-mail:

5 Bringing a camera?

Still

ENG

6 Planned attendance Please refer to the website and write which sessions you will be covering (i.e. F1-1, K3)

Date 10/22 (Monday)

10/23 (Tuesday)

Press coverage	10/22 (Monday)	10/23 (Tuesday)

7 Other comments or questions:

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